

CdnImm Event #7 - Information & Referral in Settlement Services

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INFORMATION AND REFERRAL TRAINING

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Objectives

The aim of this session is to better understand current practices and challenges with how settlement agencies are providing Information & Referral (I&R), and consider the options ahead to ensure the best possible services for newcomers.

- Current Practices
- Trends
- Challenges
- Developments

I&R and Settlement Work

Assumptions and Assertions

- The settlement process can be viewed as a continuum as newcomers move from **acclimatization** to **adaptation** to **integration**
- I&R plays a critical role in the settlement process
- You can't provide settlement services without I&R.

CIC Settlement Programming

5 Areas/Outcomes

- Orientation
- Language/Skills
- Labour Market Access
- Welcoming Communities
- Policy and Program Development

6 Streams

- Needs Assessment and Referrals
- Information and Awareness Services
- Language Learning and Skills Development
- Employment-Related Services
- Community Connections
- Support Services

Current Practices in I&R

- Additional Channels for Access
- New Standards for Professional Information and Referral
- Certification
- Role out of 211
- SQM (Service Quality Measurement)

We have gone from this:



Three products
for the price
of **one!**

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To this....



Social Media

Social Media integrates technology, social interaction, and content creation to collaboratively connect online information.

- Social Networks (e.g., Facebook)
- Microblogs (e.g., Twitter)
- Wikis (e.g., Settlement Wiki)
- Video
- Podcasts
- Discussion Forums
- RSS Feeds



Have an ac

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Immigrant and Refugee Issues. Advocate for the Immigrant-serving
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Why highly educated immigrant parents choose Canada /...
@globeandmail m.theglobeandmail.com/news/national/...

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When you don't know
where to turn.



Ontario 211

@211Ontario

211 connects people with reliable information & provides access to a broad range of community & social services across Ontario.

Managed by Kelly & @destinyb_211

Ontario, Canada · <http://www.211ontario.ca>

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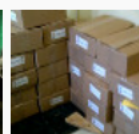
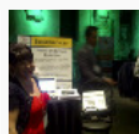
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Looking fwd to meeting up w @claremc Dowall and Shar @tvo tonight to discuss our panel at #artezTO - Oct18 o

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Stand with us against #KidsCancer this Childhood Cancer Awareness Month. bit.ly/RwMqAA

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Marco Campana @marcopolis

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Help us towards our goal of donating 250,000 items to f



Goderich Ontario Tornado victims and support

Community



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Goderich Ontario Tornado... · Everyone (Most Recent) ▾

Share: Post Photo Link Video

Write something...



Amanda Hoffman

where is the place located that was making the t shirts ? in the video below

Like · Comment · 56 minutes ago



Goderich Ontario Tornado victims and support

"Community Shred-it" Event

Goderich & Area Disaster Relief Committee Teams Up with Shred-it London for a FREE "Community Shred-it" Event on Sunday September 25

Like · Comment · Share · 4 hours ago

2 people like this.



Goderich Ontario Tornado victims and support London based Shred-it, a Canadian company in business for over 18 years, in an effort to continue the awareness of their ongoing effort to re-build

Create a Page

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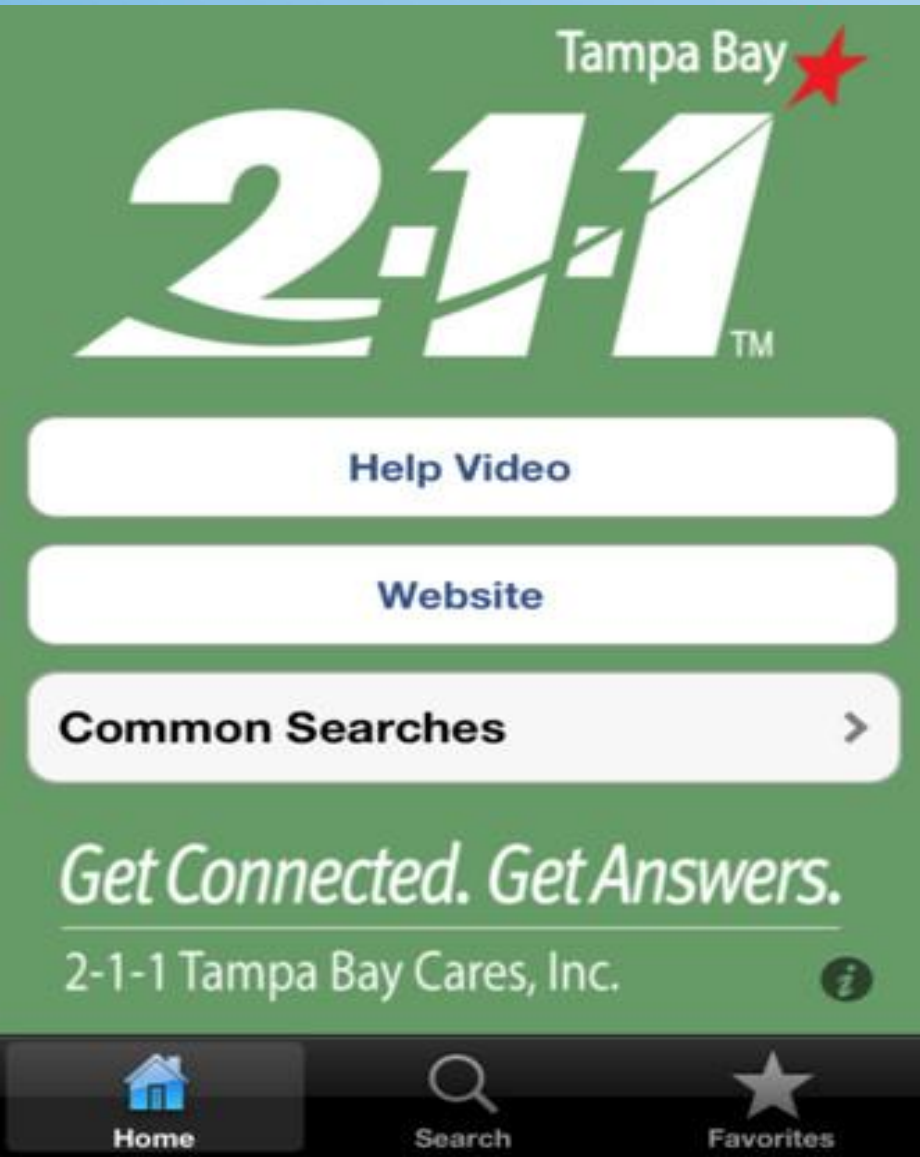
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United Way of

Mobile Apps



What the Mobile App can do....

With this application you can:

- Search for Resources by name and have the results ordered by relevancy or distance from your current location.
- Save Resources as favorites for viewing later.
- View the Resource in maps, call the Resource, and view their website
- See general information and primary services offered.
- Share the Resource using SMS or Email.



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Employment, Training &
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Enter Search Here...



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Live Workshops & Chat

mydreamlife.ca has incorporated a live video/text chat that enables our guests to correspond with one of our employment, training or with other site visitors that may be logged in. We have secured the services of **Tiny Chat** as our host for this feature. The following is a

- Tiny Chat provides **simple, free to use**, video chat rooms that just work! Enjoy chatting with our counsellors (at scheduled times), or log in to our chatroom and see who's around.

Settlement Kiosks

The kiosks provide basic information on settlement services including employment, education and other resources available to support newcomers.



Mobile Outreach

Welcome Centre Immigrant Services (York Region) has a mobile service delivery unit that provides settlement services from satellite locations.



Additional Channels For Access

- Provides more options for independent access by clients.
- “The main role of technology is to enhance or strengthen person-to-person contact, not to reduce or discourage such contact or make it more difficult.”

AIRS Standard #6, Quality Indicator #5

Standards for Professional Information & Referral

The purpose of these Standards is to establish reference points that define expected practices within the field.

The standards address all aspects of an I&R service's operation.

Constantly being updated and revised. New version of the Standards to be released in 2013.



AIRS Certification

- Certification is a professional credentialing program for individuals working within the I&R sector.
- Ontario has more Certified Information and Referral Specialists than any place in North America.
- Transition will occur to Computer-Based Testing in 2013.

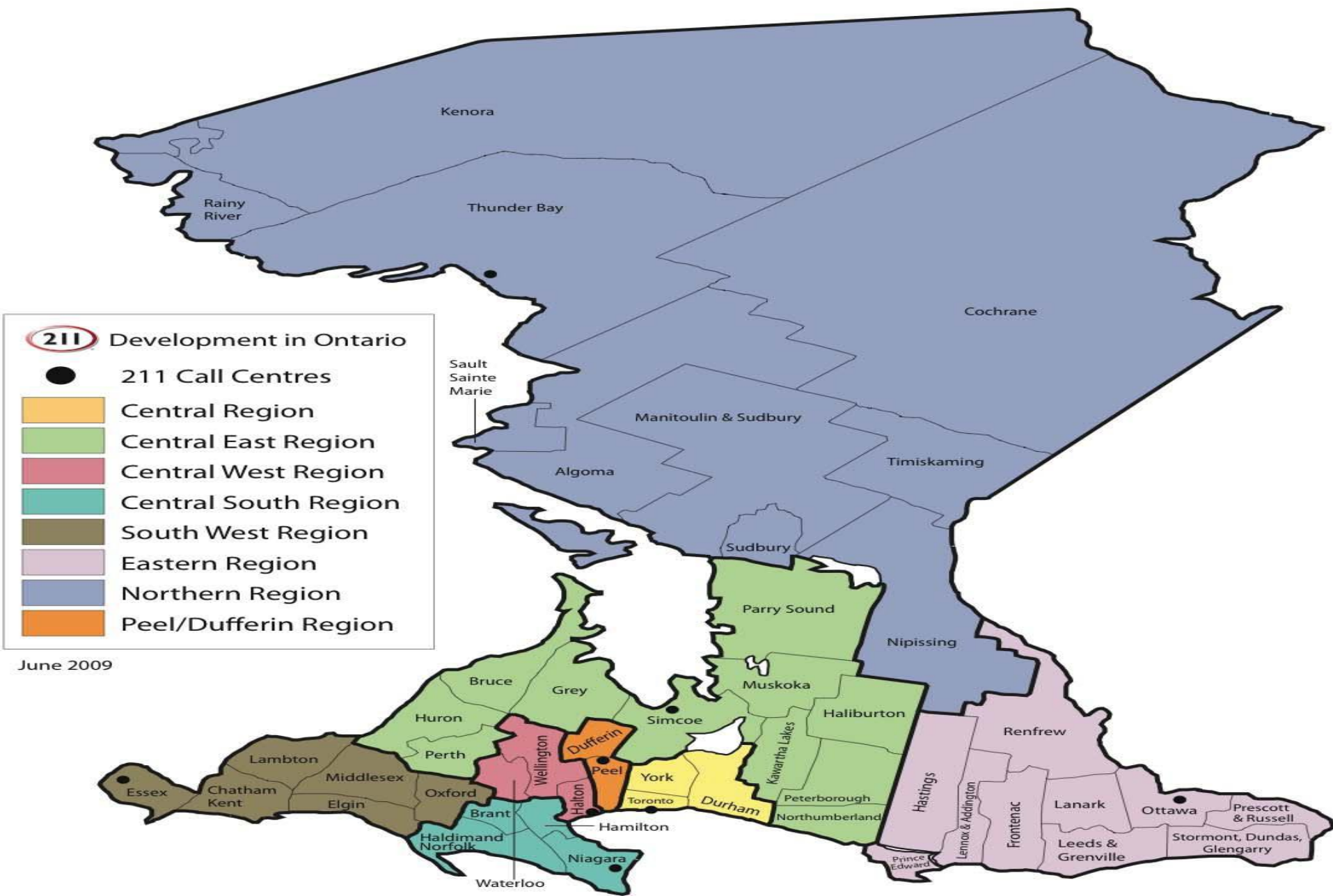


Certification Exam Composition

Assessment	40% of exam
Identification and Retrieval of Resources	20% of exam
Referrals	25% of exam
Documentation	5% of exam
Follow-up	5% of exam
Ethics, Professional and Legal Issues	5% of exam



Ontario Service Provider Regions



June 2009

Welcome to the **OCASI e-learning website**.
The **Ontario Council of Agencies Serving Immigrants (OCASI)**
offers these free online courses to help you build your skills in serving newcomers to Ontario.

Create a free account and start learning!

Need Help?

If you have any problems accessing or using our e-learning site, please email
elearning@ocasi.org

Available courses

Advanced Financial Management (Self-directed)

New! This **self-directed** on-line learning course is designed to build on your existing financial management skills by enhancing your knowledge of Financial Statements & Reports; Budgets, Forecasts & Reserve Funds; Financial Analysis; Audits; Financial Sustainability and Risk Management.



Employment Services - A Training for Settlement Workers (Self-directed)

This **self-directed** training covers how to provide effective information & referral to newcomers in the area of employment. It is targeted at frontline settlement workers, who have little to no experience in employment counselling. It explores how to do a basic assessment of a client's employment needs, the employment services that are available locally and online resources. It also explores how to build partnerships with and make effective referrals to employment services.

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Available Courses – Self-Directed

- Employment Services – A Training for Settlement Workers
- Family Violence and Refugee and Immigration Law
- Positive Spaces Initiative's Online Training Course
- Make it Happen! A Manual for Youth Leaders in Community Development
- Building Conversations on the Web - 5 Good Ideas
- Journey to Promote Mental Health: A Training Series for Community Workers

Challenges

How do we measure the quality information and referral service delivery?

How do you know if we are performing well?

What systems do you have in place to assess performance?

Some Common (and not so common) I&R Metrics

- **Client Satisfaction**
- **Cost Per Call**
- Call Quality
- Schedule Compliance
- **Occupancy Rate**
- **I&R Specialist Turnover**
- **Absenteeism**
- Average Speed of Answer
- **Call Abandonment Rate**
- Average Talk Time
- **Aggregate Performance**
- Call Tracking Compliance
- Agent Satisfaction
- Agent Tenure
- **First Call Resolution**
- **Total Calls Answered**
- Service Level
- **% of Calls Transferred**
- Number of Advocacy Calls
- Number of Follow-Up Calls
- Number of Calls Tracked
- Market Penetration
- Number of Staff Certified

Service Quality Measurement (SQM)

SQM is a consulting company that assists call centers in their service quality measurement and improvement efforts by providing the following products and services...

- Call Center Benchmarking
- Call Center Tracking
- Call Monitoring Impact
- Call Escalation
- First Call Resolution

The Challenges with SQM

- It is mandated by the funder.
- SFS (Survey Fatigue Syndrome)
- It measures *client service satisfaction* not *outcomes*.
- It is done to benefit the *agency*.....not the *client*.
- It is not what are clients can do for us...but what we can do for our clients.



2011 Call Center Industry Award Winners

Highest Customer Satisfaction by Industry – Government

211 Ontario



Follow-Up

The primary purpose of follow-up should be to see if the clients needs are being met.

Follow-up should be done to meet the needs of the *client* not meet the needs of the *organization*.

It can help measure outcomes and let you know how effective your referrals have been.

Data and Information Management

“Ontario settlement agencies are struggling with information management. Across the board, agencies are juggling information between multiple systems, doing double or triple entry of the same data and generally struggling to keep up with a huge load of client record keeping and reporting to funders.”

OCASI Sectoral Database Study 2004

Online Tracking and Information System (OTIS)

Developing Partnerships

- Power imbalances- bigger organizations drive the agenda, smaller organizations feel left out.
- Different organizational cultures and accountability structures exist and create barriers to working well together.
- Communication challenges within and between agencies
- Issues around sustainability

Reasons for Partnering

The I&R and settlement sectors are going through significant change and challenge:

- ✓ Decreasing and more restrictive government funding with more competition for smaller bucket.
- ✓ Increased competition for charitable dollar
- ✓ Increasing expectations for outcomes and accountability
- ✓ New channels of access and technological advances may require partnerships – shared competencies and resources.
- ✓ Power of joint investment of resources



Thank you for attending this session!

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